

## THE CLAIMS

What is claimed is:

1. A sign comprising a substantially hollow border defined by upper, lower and opposite side substantially hollow members, said substantially hollow border setting-off an inboard signage area, and means substantially filling and substantially rigidifying at least a portion of said border.
2. The sign as defined in claim 1 wherein said filling and rigidifying means is substantially homogeneous polymeric/copolymeric synthetic thermoplastic material.
3. The sign as defined in claim 1 wherein said filling and rigidifying means is polymeric/copolymeric synthetic thermoplastic material in intimate *in situ* molded relationship to interior surfaces of at least one of said hollow members.
4. The sign as defined in claim 1 wherein at least one of said upper and lower hollow members is made of two substantially hollow bodies disposed in substantially mating opposing relationship and defining therebetween a substantially hollow chamber.

5. The sign as defined in claim 1 wherein said upper and lower hollow members are each made of two substantially hollow bodies in substantially mating opposing relationship and defining therebetween a respective substantially hollow chamber.
6. The sign as defined in claim 1 wherein at least one of said upper and lower hollow members is made of two substantially hollow bodies disposed in substantially mating opposing relationship and defining therebetween a substantially hollow chamber, and each of said side members are tubes.
7. The sign as defined in claim 1 wherein said upper and lower hollow members are each made of two substantially hollow bodies in substantially mating opposing relationship and defining therebetween a respective substantially hollow chamber, and each of said side members are tubes.
8. The sign as defined in claim 1 wherein at least one of said upper and lower hollow members is made of two substantially hollow bodies disposed in substantially mating opposing relationship and defining therebetween a substantially hollow chamber, each of said side members are tubes, and said side member tubes are in telescopic relationship to said at least one upper and lower hollow member.

9. The sign as defined in claim 1 wherein said upper and lower hollow members are each made of two substantially hollow bodies in substantially mating opposing relationship and defining therebetween a respective substantially hollow chamber, each of said side members are tubes, and said side member tubes are in telescopic relationship to said upper and lower hollow members.
10. The sign as defined in claim 1 wherein said side members are tubes, and said side member tubes are in telescopic relationship to said upper and lower hollow members.
11. The sign as defined in claim 1 wherein at least one of said upper and lower hollow members is made of two substantially hollow bodies disposed in substantially mating opposing relationship and defining therebetween a substantially hollow chamber, and said two hollow bodies are substantially identical to each other.
12. The sign as defined in claim 1 wherein said upper and lower hollow members are each made of two substantially hollow bodies in substantially mating opposing relationship and defining therebetween a respective substantially hollow chamber, and said two hollow bodies of said upper and lower hollow members are substantially identical to each other.

13. The sign as defined in claim 1 wherein at least one of said upper and lower hollow members is made of two substantially hollow bodies disposed in substantially mating opposing relationship and defining therebetween a substantially hollow chamber, and means for snap-securing said hollow bodies together in mating opposing relationship.
14. The sign as defined in claim 1 wherein said upper and lower hollow members are each made of two substantially hollow bodies in substantially mating opposing relationship and defining therebetween a respective substantially hollow chamber, and means for snap-securing said upper and lower two hollow bodies together in mating opposing relationship.
15. The sign as defined in claim 1 wherein at least one of said upper, lower and side members include cooperative means for retaining a sign in said signage area.
16. The sign as defined in claim 1 wherein said upper and lower members include cooperative means for retaining a sign in said signage area.
17. The sign as defined in claim 1 wherein said side members include cooperative means for retaining a sign in said signage area.

18. The sign as defined in claim 1 wherein at least one of said upper, lower and side members include channel means for retaining a sign in said signage area.
19. The sign as defined in claim 1 wherein at least one of said upper and lower hollow members is made of two substantially hollow bodies disposed in substantially mating opposing relationship and defining therebetween a substantially hollow chamber, and said hollow bodies include means for locating said hollow bodies in accurate mating opposing relationship.
20. A sign comprising a substantially hollow border defined by upper, lower and opposite side substantially hollow members, said substantially hollow border setting-off an inboard signage area, at least one of said upper and lower hollow members being made of two substantially similar peripherally contoured bodies disposed in substantially mating opposing relationship and defining therebetween a substantially hollow chamber, and means for snap-securing said similarly peripherally contoured bodies together in mating opposing relationship.
21. The sign as defined in claim 20 wherein said similarly peripherally contoured bodies are substantially identical to each other.

22. The sign as defined in claim 20 wherein said similarly peripherally contoured bodies are each substantially hollow thereby defining therebetween a substantially hollow chamber.
23. The sign as defined in claim 20 wherein said at least one hollow member includes a pair of projecting legs, and each projecting leg is in telescopic relationship to one of said hollow side members.
24. The sign as defined in claim 20 wherein said at least one hollow member includes a pair of projecting legs, and each projecting leg is in interior telescopic relationship to one of said hollow side members.
25. The sign as defined in claim 20 wherein each of said upper and lower hollow members includes a pair of projecting legs, and the pair of projecting legs of said upper and lower hollow members are in respective telescopic relationship with upper and lower ends of said hollow side members.
26. The sign as defined in claim 20 wherein each of said upper and lower hollow members includes a pair of projecting legs, and the pair of projecting legs of said upper and lower hollow members are in respective interior telescopic relationship with upper and lower ends of said hollow side members.

27. The sign as defined in claim 20 wherein said snap-securing means include both male and female cooperative snap fasteners located at substantially identical locations upon each of said two substantially similarly peripherally contoured bodies thereby effecting snap-securement in male-to-female relationship when said similarly peripherally contoured bodies are brought together in mating opposing relationship.
28. The sign as defined in claim 20 wherein said lower hollow member includes a downwardly projecting pedestal portion adapted to support said sign relative to a supporting surface.
29. The sign as defined in claim 20 wherein said upper hollow member includes means for suspending said sign relative to a supporting surface.
30. A sign comprising a border defined by spaced opposite upper and lower members and spaced opposite side members, said border setting-off an inboard signage area, said opposite upper and lower members each having a pair of respectively downwardly and upwardly projecting legs, said pair of downwardly and upwardly projecting legs being in telescopic relationship with respective upper and lower ends of said side members, and means for uniting said members.

31. The sign as defined in claim 1 wherein said upper and lower members are of a substantially identical construction whereby the same can be reversed to define said border and the signage area thereof.
32. The sign as defined in claim 1 wherein said uniting means includes an elongated member passing through each side member and the projecting legs associated therewith.
33. The sign as defined in claim 1 wherein said uniting means includes an elongated member passing through each side member and the projecting legs associated therewith, and means for securing at least one end of each elongated member to said lower member.
34. The sign as defined in claim 30 wherein said border is substantially hollow, means in the form of polymeric/copolymeric synthetic thermoplastic material in intimate interior *in situ* molded relationship with at least one of said hollow members, and said uniting means are defined by frictional engagement between telescopically united legs and side member ends.
35. The sign as defined in claim 30 wherein said projecting legs are in internal telescopic relationship to said side members.



36. The sign as defined in claim 30 wherein said upper, lower and opposite side members are substantially hollow.
37. The sign as defined in claim 30 wherein said upper, lower and opposite side members and projecting legs are substantially hollow.
38. The sign as defined in claim 30 wherein said upper and lower members are each made of two substantially hollow bodies disposed in substantially mating opposing relationship and defining therebetween a substantially hollow chamber, and said projecting legs are substantially hollow.
39. The sign as defined in claim 30 wherein said upper and lower members are each made of two substantially hollow bodies disposed in substantially mating opposing relationship and defining therebetween a substantially hollow chamber, said projecting legs are substantially hollow, and said uniting means includes an elongated member passing through each side member and the hollow projecting legs associated therewith.

40. The sign as defined in claim 30 including another lower member beneath and in spaced relationship to said first-mentioned lower member, other opposite side members spaced from each other and being disposed between said first-mentioned and another lower member and setting-off therewith another inboard signage area, and said first-mentioned lower member having a pair of downwardly projecting legs in telescopic relationship with respective upper ends of said other opposite side members.
41. The sign as defined in claim 30 including another lower member beneath and in spaced relationship to said first-mentioned lower member, other opposite side members spaced from each other and being disposed between said first-mentioned and another lower member and setting-off therewith another inboard signage area, and said another lower member having a pair of upwardly projecting legs in telescopic relationship with respective lower ends of said other opposite side members.

42. The sign as defined in claim 30 including another lower member beneath and in spaced relationship to said first-mentioned lower member, other opposite side members spaced from each other and being disposed between said first-mentioned and another lower member and setting-off therewith another inboard signage area, said first-mentioned lower member having a pair of downwardly projecting legs in telescopic relationship with respective upper ends of said other opposite side members, and said another lower member having a pair of upwardly projecting legs in telescopic relationship with respective lower ends of said other opposite side members.
43. The sign as defined in claim 30 wherein said upper, lower and side members and said projecting legs are substantially hollow, and said hollow projecting legs are in internal telescopic relationship to said hollow side members.
44. The sign as defined in claim 30 wherein said upper, lower and side members and said projecting legs are substantially hollow, said hollow projecting legs are in internal telescopic relationship to said hollow side members, and said uniting means is substantially homogeneous polymeric/copolymeric synthetic thermoplastic material in intimate interior *in situ* molded relationship with said hollow border.

45. The sign as defined in claim 30 including another lower member beneath and in spaced relationship to said first-mentioned lower member, other opposite side members spaced from each other and being disposed between said first-mentioned and another lower member and setting-off therewith another inboard signage area, said first-mentioned lower member having a pair of downwardly projecting legs in telescopic relationship with respective upper ends of said other opposite side members, and said uniting means further unite said another lower member and other opposite side members to said first-mentioned lower member.
46. The sign as defined in claim 30 including another lower member beneath and in spaced relationship to said first-mentioned lower member, other opposite side members spaced from each other and being disposed between said first-mentioned and another lower member and setting-off therewith another inboard signage area, said another lower member having a pair of upwardly projecting legs in telescopic relationship with respective lower ends of said other opposite side members, and said uniting means further unite said another lower member and other opposite side members to said first-mentioned lower member.

47. The sign as defined in claim 30 including another lower member beneath and in spaced relationship to said first-mentioned lower member, other opposite side members spaced from each other and being disposed between said first-mentioned and another lower member and setting-off therewith another inboard signage area, said first-mentioned lower member having a pair of downwardly projecting legs in telescopic relationship with respective upper ends of said other opposite side members, said another lower member having a pair of upwardly projecting legs in telescopic relationship with respective lower ends of said other opposite side members, and said uniting means further unite said another lower member and other opposite side members to said first-mentioned lower member.
48. The sign as defined in claim 30 wherein all of said members are substantially hollow, and means in the form of polymeric/ copolymeric synthetic thermoplastic foam material in intimate *in situ* molded relationship to interior surfaces of at least one of said hollow members thereby substantially filling said at least one hollow member and rigidifying the same.

49. The sign as defined in claim 30 wherein all of said members and projecting legs are substantially hollow, and means in the form of polymeric/copolymeric synthetic thermoplastic foam material in intimate *in situ* molded relationship to interior surfaces of at least one of said hollow upper and lower members and the projecting legs thereof thereby substantially rigidifying said at least one member and the legs thereof.
50. The sign as defined in claim 41 wherein all of said members and projecting legs are substantially hollow, and means in the form of polymeric/copolymeric synthetic thermoplastic foam material in intimate *in situ* molded relationship to interior surfaces of said upper and lower hollow members and the projecting legs thereof thereby substantially rigidifying said upper and lower members and the legs thereof.
51. The sign as defined in claim 42 wherein all of said members and projecting legs are substantially hollow, and means in the form of polymeric/copolymeric synthetic thermoplastic foam material in intimate *in situ* molded relationship to interior surfaces of said upper and lower hollow members and the projecting legs thereof thereby substantially rigidifying said upper and lower members and the legs thereof.

52. The sign as defined in claim 43 wherein all of said members and projecting legs are substantially hollow, and means in the form of polymeric/copolymeric synthetic thermoplastic foam material in intimate *in situ* molded relationship to interior surfaces of said upper and lower hollow members and the projecting legs thereof thereby substantially rigidifying said upper and lower members and the legs thereof.